



# The Institute Spokesman

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## ANNOUNCING THE OPENING BELL IN AN IMPORTANT PROGRAM

Members will agree that during the past five years the Association has made great strides in attaining its original objectives. It has served as a common meeting ground upon which competitive companies have worked together in promoting the interests of the industry as a whole. Through the stimulating contact of periodic meetings, it has promoted mutual understanding and fostered a feeling of good fellowship which helps mightily to ease the burdens of business life. Through the exchange of ideas and technical data, it has assisted each member in the ceaseless task of keeping pace with the exacting requirements imposed upon lubricants by improved automotive and industrial design.

Now your Institute enters a new phase of its service to members. It announces a program designed to correct a situation which is growing increasingly serious, and which is robbing its members of a great share of their potential sales of automotive lubricants.

We refer to Public Indifference in the matter of chassis lubrication.

With the constant improvements made in automotive design, the average motorist has strayed farther and farther from the 1000-mile lubrication habit advocated by practically all car manufacturers. He seems to think that a motor that operates so smoothly when new will continue to function perfectly regardless of periodic lubrication. And therein lies a challenge that your association purposes to accept.

It is needless to deny that in re-educating the public to the importance of the 1000-mile lubrication habit, grease manufacturers are serving selfish ends. But the matter goes far deeper than that. It is one that concerns public safety--safety of the car owner's investment and safety of life and limb. Thus in promoting the periodic use of their product, members of the Institute also perform an important public service. The following pages give full details.

## A NEW NAME....A NEW POLICY....A NEW SCOPE OF SERVICE

Coincident with the adoption of the new name, the Institute's constitution has been amended to permit the admission, as Associate Members, of those companies whose product or service is used in the manufacture, sale or distribution of lubricating greases. This change was made in response to the expressed desire of many such companies to identify themselves with a movement dedicated to the improved and increased use of lubricants. Applications are invited from eligible companies.

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A PROGRAM DESIGNED TO  
PROMOTE PERIODIC CHASSIS LUBRICATION

GROWING public indifference in the matter of chassis lubrication is costing America millions each year. The loss in business to grease manufacturers and lubrication dealers is important enough. The loss to the car owner--in needless repair bills, impaired car efficiency and reduced car life--is more important.

But of far greater significance than either of these is the matter of public safety. A well lubricated car handles more easily and responds more readily, with less danger of part failure; thus, it is obviously a safer car to drive.

The situation is one of such importance as to be a challenge to everyone engaged in or associated with the lubricating grease industry. Accepting that challenge, the Institute submits a program designed to reawaken the American car owner to the importance of the 1000-Mile Lubrication Habit.

An Invitation to Individual Effort

The Association does not pretend that its present program will of itself correct a condition so long established and deep-seated. But if it opens the way to individual effort by member companies--if it provides the impetus that leads to a national movement--then it will have rendered an important service both to the Institute members and the public at large.

As its slogan--a slogan recommended for use in the publicity programs of all members--the Association has adopted the phrase "LUBRICATE FOR SAFETY EVERY 1000 MILES."

As its emblem--an identifying symbol by which the activities of many companies may be tied together and directed to a single objective--it has adopted the insignia shown on the top of first page, a design which has already had a great amount of publicity by reason of its use

in connection with last year's Lubricate for Safety Week."

And as its first contribution to the educational job that must be accomplished, the Institute offers a series of six colorful, compelling folders--each planned to take advantage of the golden "3-Minute Opportunity" that occurs every time a car owner visits a shop or station for service.

The Golden 3-Minute Opportunity

In buying gasoline, for example, the car owner must wait 3 minutes while the attendant fills the tank, checks the oil and performs the usual courtesy services. What better way to make use of this opportunity than by letting the customer read one of these folders? What better means of preparing him for the question "Shall we make arrangements now to lubricate your car?" What better way to build profitable lubrication business?

To get an idea of the cumulative effect of such a program, consider millions of these 3-minute messages delivered, in the course of a year, directly to the car owner at a time when he is in his car and in a mood to consider its welfare. A different message every month, each telling the same story but in a refreshingly different way.

Too long have we, as an industry, permitted a serious condition to go unchallenged. Too long have we sat by as car owners have endangered their investment and their safety by irregular lubrication. The program here outlined is submitted as a start in what we hope will be a vigorous, sustained attack by the entire industry on a common enemy--Public Indifference in the matter of chassis lubricants.



## SIX CONVINCING FOLDERS

Each Drives Home the Wisdom of the 1000-Mile Lubrication Habit

Pictured on the back page of this bulletin are the front cover sketches of six attention-arresting folders now in preparation. Sponsored by the Institute, this series is to be made available on a cost basis to all members--for distribution, through your regular channels, to the car owner.

The illustrations shown are preliminary artist's sketches and therefore rough. To give you an idea of the finished folders, there is included in this bulletin a printed sample.

Each circular is printed in two colors, approaches the theme from an interesting angle, and is designed to get across an effective message in three minutes or less.

Folder No. 1 ("Meet Miss Springtime") urges the car owner to put his car in tune with spring--with special emphasis on a complete lubrication job and the wisdom of getting into the 1000-Mile Lubrication Habit.

Folder No. 2 shows a motoring route on which is pictured, at 1000-mile intervals, a car on a grease rack. This route is described as the one dependable guide to safe, economical service.

Folder No. 4 is based on the theme that "When Leaves Begin to Fall" it's time to place the car in shape for winter driving.

The idea of the other folders is expressed in their title. Throughout the series the theme "Lubricate for SAFETY EVERY 1000 MILES" is stressed and re-stressed.

IMPRINTING: There is space on the back page of each folder for your company name and trademark, if you wish these to be included. Full price information will be found on the next page.

To your Committee it seems sound business judgment to take concerted action in a vigorous drive to get car owners into the 1000-Mile Lubrication Habit. The plan herein outlined is submitted as an effective start. Millions of such messages distributed in the course of a year are certain to have a very definite effect in correcting a serious condition. To participate is not only to help along a national movement, but to promote the lubrication business of your retail outlets and thus to increase your lubricant sales. Since the first circular is scheduled for April release, prompt action is essential. Please address the Executive Secretary, National Lubricating Grease Institute, Keith Building, Cleveland, Ohio.



No. 1

APRIL 1937



No. 2

JUNE 1937



No. 3

AUGUST 1937

WHEN THE LEAVES  
Begin TO FALL



No. 4

OCTOBER 1937



No. 5

DECEMBER 1937

PRICE INFORMATION: The price of these folders has been set to include all preliminary costs. Naturally, the cost per thousand goes down as the total quantity ordered by the Institute goes up. You may order on the basis that the cost per thousand will not exceed \$4.25 per M, but may be less.

IMPRINTING COSTS: Your company name and trademark may be printed on the back page of the folder. Prices for imprinting, over and above cost of folders: 5,000, \$1.85 per M. 10,000, \$1.77½ per M. 25,000 or more, \$1.67 per M.

LUBRICATE FOR SAFETY EVERY 1000 MILES

